

Electronic Acknowledgement Receipt

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|---|--|
| EFS ID: | 7701806 |
| Application Number: | 10798340 |
| International Application Number: | |
| Confirmation Number: | 5600 |
| Title of Invention: | METHOD OF DELIVERY, TARGETING, AND MEASURING ADVERTISING OVER NETWORKS |
| First Named Inventor/Applicant Name: | Dwight Allen Merriman |
| Customer Number: | 26192 |
| Filer: | George Paul Bonanto/Cathy O'Brien |
| Filer Authorized By: | George Paul Bonanto |
| Attorney Docket Number: | 16113-1341007 |
| Receipt Date: | 27-MAY-2010 |
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| Time Stamp: | 15:36:45 |
| Application Type: | Utility under 35 USC 111(a) |

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|------------------------|----|
| Submitted with Payment | no |
|------------------------|----|

File Listing:

| Document Number | Document Description | File Name | File Size(Bytes)/ Message Digest | Multi Part /.zip | Pages (if appl.) |
|-----------------|----------------------|-----------------------|--|------------------|------------------|
| 1 | | 16113_1341007_IDS.pdf | 131918 a0af607f0b691854560876cad78db87d543026 | yes | 2 |

| Multipart Description/PDF files in .zip description | | | | | |
|---|--|-------------------|---|----|-----|
| | Document Description | | Start | | End |
| | Transmittal Letter | | 1 | | 1 |
| | Information Disclosure Statement (IDS) Filed (SB/08) | | 2 | | 2 |
| Warnings: | | | | | |
| Information: | | | | | |
| 2 | Foreign Reference | JP10320336.pdf | 560313 82d8a1b832483175441946f5cd53f92bc510e6f4 | no | 14 |
| Warnings: | | | | | |
| Information: | | | | | |
| 3 | Foreign Reference | WO9857275.pdf | 550444 48119685a1ced168baee637809167c23932d6c5d | no | 22 |
| Warnings: | | | | | |
| Information: | | | | | |
| 4 | Foreign Reference | WO2001065747.pdf | 3132036 96db757939c25482344680f6a2f29268b8d7c489 | no | 85 |
| Warnings: | | | | | |
| Information: | | | | | |
| 5 | NPL Documents | Business_Wire.pdf | 131765 60c1ac743adfd6bf932ad4778bc0fe2901e65 | no | 2 |
| Warnings: | | | | | |
| Information: | | | | | |
| Total Files Size (in bytes): | | | 4506476 | | |

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New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.